

2016-17 Marketing Plan

Joint Council of Extension Professionals Marketing Plan

Marketing Strategy: To enhance appreciation, value, visibility, and impact of the Joint Council of Extension Professionals to the seven partnering associations' membership of the Joint Council of Extension Professionals*. We will accomplish this through the offerings of personal and professional growth for advancing a Cooperative Extension unified message to administration, policy-makers, fellow association members and clientele.

Vision: To promote communication, cooperation and professionalism among Extension educators.

Mission: JCEP is the center of the Extension profession and a partnership of Extension professional associations: doing what each cannot do effectively alone, building leadership and collaboration, providing professional development and scholarship opportunities and advocating for excellence in the Extension Profession.

Our Pledge: One voice for Cooperative Extension.

Brand Message: A partnership of Extension Professional associations doing what each cannot do effectively alone.

Organization objectives:

JCEP:

- Endeavors to build leadership and collaboration competences for its members, administrators and partners.
- Initiates opportunities for furthering scholarship, research and practice through personal and professional development.
- Unite Cooperative Extension's efforts for advocating and influencing policy makers at local, state and federal levels.

Target Audiences

Extension Professionals

Professional Engagement

- Opportunities to engage with administrations to share ideas and concerns
 - Networking with ECOP, APLU and NIFA liaisons
- Learning skills for sharing Cooperative Extension's message with policy-makers

-Preparing a consistent message for all Extension across disciplines

- Educate on behalf of Cooperative Extension

-Sharing a consistent message for all Extension across all disciplines

Personal development

- Enhance professional leadership skills
 - JCEP Leadership Conference
- Expand communication skills in order to better share Cooperative Extension's message
 - PILD Conference
- Encourage career growth
- Develop leadership within Cooperative Extension

Administrators

- Convey value of engagement by colleagues/personnel
- Justify investment of time
- Strengthen the partnership with ECOP

Partners

- NIFA, APLU increases relevance throughout all land grant universities

Policy Makers

- Consistently, effectively tell the story of Cooperative Extension

Marketing Strategies

Objective: Endeavors to build leadership and collaboration competences for its members, administrators and partners.

Actions Plans:

- Design, arrange and facilitate **Leadership Conference** for the purpose of enhancing personal and professional leadership and competency skills as Extension professionals and association officers
- Plan, organize and facilitate the **Public Issues and Leadership Development** conference for enhancing advocacy and public issues education skills
- Formulate, coordinate, and expedite a strategy for advancing and uniting Cooperative Extension's educational programming through scholarship, research and practice.
- Build community through written communications for a united voice –articles for association newsletters, review and up-date promotional materials; disseminate relevant news to Extension professionals, administrators and partners.
- Actively participate in dialogue with JCEP liaisons gaining mutual respect for the complexity of the extension system.
- Plans, organizes and initiates opportunities for furthering scholarship, research and practice through personal and professional development.

Objective: Promote Extension as a Career **Actions**

Plans:

- Invite prospective Extension professionals to attend and participate in JCEP and Association conferences
 - Initiate an Extension mentoring and recruiting campaign
 - Share Extension related position postings on the website
- National Job Bank - <http://jobs.joe.org/>

Objective: Strengthening and building partnerships with Cooperative Extension Administrators

Action Plans:

- Initiate mutual respect between JCEP and Administrators for the complexity of the Extension system
- Share opportunities and challenges with ECOP liaison
- Provide a unified voice for members' thoughts and desires during ECOP and NEDA meetings
- Build common strategies for furthering Cooperative Extension
- Promote leadership and collaboration skills that enhance growth for the Extension professional and their land grant university.

Objective: Strengthening partnership with NIFA and APLU

- Cultivate an understanding and affiliation with federal partners and land grant institutions
- Welcome the opportunities to dialogue with NIFA and APLU representatives
- Build common strategies for furthering Cooperative Extension and funding

Objective: Unite Cooperative Extension's efforts for advocating and influencing policy makers at local, state and federal levels

Actions Plans:

- Foster connections with policy makers that influence public issues and legislation
- Inform and educate Extension professionals and partners on the changing political environment and the need for continued legislative support
- Teach communication skills needed to speak proficiently and succinctly with policy makers about the value of Cooperative Extension
- Enhance existing partnerships and explore new links with local, state and federal agencies
- Promote the public value of Cooperative Extension

Promotion

Objective: Create and expand JCEP's value among Extension professionals, administrators and partners. **Action Plans:**

- Disseminate consistent messages from JCEP Board and/or JCEP President with Extension professionals, administrator and partners through newsletters, announcements and web site
- Revise and energize the JCEP promotional presentation highlighting vision, mission and objectives of JCEP and partnering associations annual meetings and conferences
- JCEP Marketing committee present at JCEP Leadership conference, PILD and partnering
- JCEP board members actively network with Extension professionals, administrators and partners when visiting partnering association's annual meetings through business meeting presentation, promotional display or seminar report
- Promote Extension professional and personal development opportunities through research, scholarship and practice
- Encourage applications for JCEP awards and available scholarships to attend conferences
- Encourage programmatic proposals for conferences for the purpose of sharing knowledge across disciplines and associations.
- Invest and distribute marketing tools for furthering JCEP vision, mission and objects. Encourage photographing Extension professionals, administrators and partners collaborating, educating, and expanding Extension; and share with the JCEP National Office. Biennially review and recommend website updates
- Develop webinar professional development seminar for association leadership on new tools/technologies for improved association management

Budget

- Submitted annually by the current JCEP Marketing committee

*Joint Council of Extension Professional includes the following associations:

- Association of Natural Resource of Extension Professionals
 - Epsilon Sigma Phi
 - National Association of County Agricultural Extension Agents
 - National Association of Community Development Extension Professionals
 - National Association of Extension 4-H Agents
 - National Extension Association of Family and Consumer Science.
 - National Association of Extension Program and Staff Development Professionals

Marketing Committee

Kathy Tweeten, chair

Carrie Stark

Theresa Mayhew
Chris Jones
Mark Nelson
Shawn Tiede
Cynthia Gregg
Kelly Nix

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